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AMENDMENT TO THE CLAIMS

Please amend the claims as follows:

Claims 1 – 48 (Cancelled).

49.   (Currently Amended)   A computerized method implemented in a computer system comprising one or more computers, ~~for determining an advertisement in response to an advertising opportunity, wherein the advertising opportunity is an opportunity to place the advertisement on a web page subsequent to a request for the web page by a viewer utilizing a browser,~~ the computerized method comprising:

        receiving in [[a]] the computer system an indication of ~~the advertising opportunity~~ a Hyper Text Transfer Protocol (HTTP) request, the HTTP request indicating an opportunity to place an advertisement in a web page requested by a browser (advertising opportunity); and

        in response to receiving the indication:

        selecting in the computer system the advertisement from among a plurality of advertisements associated with bids submitted in real-time by the computer system on behalf of advertisers desiring to fulfill the advertising opportunity; and [[,]]

                serving with the computer system the advertisement to the browser,

        wherein the computer system is configured to implement ~~embodied with computer instructions for implementing~~ the computerized method.

50.   (Previously Presented)   The method of claim 49, wherein the indication of the advertising opportunity is initiated by the browser sending a reference in the web page.

Claims 51 – 61 (Cancelled)

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62. (Currently Amended) A method implemented in a computer system comprising one or more networked computers, for determining in response to each advertising opportunity of a plurality of advertising opportunities, which advertisement of a plurality of advertisements to provide for fulfilling the each advertising opportunity, the each advertising opportunity being an opportunity to serve an advertisement to a browser ~~in response to a request for content by the browser~~, the method comprising:

maintaining in the computer system a plurality of sets of bidding parameters, each set of bidding parameters being associated with one or more of the plurality of advertisements and an advertiser, and indicating whether the associated advertiser is desirous that a bid should be submitted for providing one of the associated one or more of the plurality of advertisements for fulfilling the each advertising opportunity ~~and an amount associated with such bid if to be submitted~~;

receiving in the computer system an indication <u>of a Hyper Text Transfer Protocol (HTTP) request, the HTTP request indicating an opportunity to place an advertisement in a web page requested by the browser</u> ~~of the request for content~~, thereby presenting the each advertising opportunity; and

in real time response to the <u>HTTP request:</u> ~~request for content:~~

<u>identifying in the computer system one or more of the plurality of sets of bidding parameters that are met by characteristics of the each advertising opportunity;</u>

<u>for each identified set of bidding parameters,</u> submitting in the computer system <u>a bid, wherein the bid</u> ~~one or more bids~~, ~~each submitted bid being based on one of the sets of bidding parameters, the one of the sets of bidding parameters being met by characteristics of the advertising opportunity, wherein the each submitted bid, in accordance with the one of the sets of bidding parameters,~~ is associated with a monetary amount that an advertiser associated with the each <u>identified set of bidding parameters</u> ~~submitted bid~~ is willing to pay if the ~~each~~ ~~submitted~~ bid is selected and a specific event occurs;

selecting in the computer system a bid from among the submitted bids;

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identifying in the computer system an advertisement associated with the selected bid; and

serving with the computer system the identified advertisement ~~in real time response to the request for the content~~,

wherein the computer system is <u>configured to implement</u> ~~embodied with computer instructions for implementing~~ the method.

63. (Previously Presented)   The method of claim 62, wherein the monetary amount associated with each of the submitted bids is included in the each of the submitted bids.

64. (Previously Presented)   The method of claim 62, wherein the specific event for which the advertiser associated with each of the submitted bids is willing to pay the monetary amount associated with the each of the submitted bids, is a same respective event for all of the submitted bids.

65. (Previously Presented)   The method of claim 62, wherein the specific event for which the advertiser associated with at least one of the submitted bids is willing to pay the monetary amount associated with the at least one of the submitted bids, is a serving of an advertisement associated with the at least one of the submitted bids, to the browser in fulfillment of the each advertising opportunity.

66. (Previously Presented)   The method of claim 65, wherein the specific event for which the advertiser associated with each of the submitted bids is willing to pay the monetary amount associated with the each of the submitted bids, is a serving of an advertisement associated with the each of the submitted bids, to the browser in fulfillment of the each advertising opportunity.

67. (Cancelled)

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68.   (Cancelled)

69.   (Currently Amended)   The method of claim [[68]] 62, wherein the HTTP request for content by the browser is caused by a reference in the web page.

70.   (Cancelled)

71.   (Cancelled)

72.   (Currently Amended)   The method of claim [[71]] 63, wherein the HTTP request for content by the browser is caused by a reference in the web page.

73.   (Cancelled)

74.   (Cancelled)

75.   (Currently Amended)   The method of claim [[74]] 64, wherein the HTTP request for content by the browser is caused by a reference in the web page.

76.   (Cancelled)

77.   (Cancelled)

78.   (Currently Amended)   The method of claim [[77]] 65, wherein the HTTP request for content by the browser is caused by a reference in the web page.

79.   (Cancelled)

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80.   (Cancelled)

81.   (Currently Amended)   The method of claim [[80]] 66, wherein the HTTP request for content by the browser is caused by a reference in the web page.

82.   (Currently Amended)   The method of claim [[67]] 62, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

83.   (Currently Amended)   The method of claim [[68]] 63, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

84.   (Currently Amended)   The method of claim [[69]] 64, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

85.   (Currently Amended)   The method of claim [[70]] 65, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

86.   (Currently Amended)   The method of claim [[71]] 66, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

87.   (Currently Amended)   The method of claim [[72]] 69, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

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88.   (Currently Amended)   The method of claim [[73]] 72, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

89.   (Cancelled)

90.   (Previously Presented)   The method of claim 75, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

91.   (Cancelled)

92.   (Cancelled)

93.   (Previously Presented)   The method of claim 78, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

94.   (Cancelled)

95.   (Cancelled)

96.   (Previously Presented)   The method of claim 81, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

Claims 97- 111   (Cancelled)

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112. (Previously Presented)   The method of claim 62, wherein each submitted bid is associated with a respective bidding agent.

113. (Previously Presented)   The method of claim 62, wherein each submitted bid includes a reference to an advertisement associated with the each submitted bid.

114. (Currently Amended)   A computer system for determining in response to each advertising opportunity of a plurality of advertising opportunities, which advertisement of a plurality of advertisements to provide for fulfilling the each advertising opportunity, wherein the each advertising opportunity is an opportunity to serve an advertisement to a browser ~~in response to a request for content by the browser~~, the system comprising:

a computer system comprising one or more networked computers, the one or more networked computers configured to: ~~embodied with computer instructions that:~~

maintain ~~maintains~~ the plurality of advertisements and a plurality of sets of bidding parameters, each set of bidding parameters being associated with one or more of the plurality of advertisements and an advertiser, and indicating whether the associated advertiser is desirous that a bid should be submitted for providing one of the associated one or more of the plurality of advertisements for fulfilling the each advertising opportunity ~~and an amount associated with such bid if to be submitted~~;

receive ~~receives~~ an indication of a Hyper Text Transfer Protocol (HTTP) request, the HTTP request indicating an opportunity to place an advertisement in a web page requested by a the browser ~~of the request for content~~, thereby presenting the each advertising opportunity;

identify in real time response to the HTTP request one or more of the plurality of sets of bidding parameters that are met by characteristics of the each advertising opportunity;

for each identified set of bidding parameters, submit ~~submits~~ in real time response to the HTTP request a bid, wherein the bid ~~for content, one or more bids, wherein each~~

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~~submitted bid is based on one of the sets of bidding parameters, wherein the one of the~~

~~sets of bidding parameters is met by characteristics of the advertising opportunity,~~

~~wherein the each submitted bid, in accordance with the one of the sets of bidding~~

~~parameters,~~ is associated with a monetary amount that an advertiser associated with the

each <u>identified set of bidding parameters</u> ~~submitted bid~~ is willing to pay if the ~~each~~

~~submitted~~ bid is selected and a specific event occurs;

     <u>select in real time response to the HTTP request</u> ~~selects~~ a bid from among the

submitted bids;

     <u>identify in real time response to the HTTP request</u> ~~identifies~~ an advertisement

associated with the selected bid; and

     <u>serve</u> ~~serves~~ the identified advertisement in real time response to the <u>HTTP</u> request

~~for content~~.

115. (Previously Presented)   The system of claim 114, wherein the monetary
amount associated with each of the submitted bids is included in the each of the
submitted bids.

116. (Previously Presented)   The system of claim 114, wherein the specific
event for which the advertiser associated with each of the submitted bids is willing to pay
the monetary amount associated with the each of the submitted bids, is a same respective
event for all of the submitted bids.

117. (Previously Presented)   The system of claim 114, wherein the specific
event for which the advertiser associated with at least one of the submitted bids is willing
to pay the monetary amount associated with the at least one of the submitted bids, is a
serving of an advertisement associated with the at least one of the submitted bids, to the
browser in fulfillment of the each advertising opportunity.

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118. (Previously Presented)   The system of claim 117, wherein the specific event for which the advertiser associated with each of the submitted bids is willing to pay the monetary amount associated with the each of the submitted bids, is a serving of an advertisement associated with the each of the submitted bids, to the browser in fulfillment of the each advertising opportunity.

119. (Cancelled)

120. (Cancelled)

121. (Currently Amended)   The system of claim [[120]] 114, wherein the HTTP request ~~for content by the browser~~ is caused by a reference in the web page.

122. (Currently Amended)   The system of claim 115, wherein the HTTP request ~~for content by the browser is an HTTP request~~ is caused by a reference in the web page.

123. (Currently Amended)   The system of claim [[122]] 116, wherein the ~~advertisement served to the browser in response to the request for content is included in a webpage accessed by the browser~~ HTTP request is caused by a reference in the web page..

124. (Currently Amended)   The system of claim [[123]] 117, wherein the HTTP request ~~for content by the browser~~ is caused by a reference in the web page.

125. (Currently Amended)   The system of claim [[116]] 118, wherein the HTTP request ~~for content by the browser is an HTTP request~~ is caused by a reference in the web page.

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Claims 126 – 133 (Cancelled)

134. (Currently Amended)   The system of claim [[119]] 114, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

135. (Currently Amended)   The system of claim [[120]] 115, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

136. (Currently Amended)   The system of claim [[121]] 116, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

137. (Currently Amended)   The system of claim [[122]] 117, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

138. (Currently Amended)   The system of claim [[123]] 118, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

139. (Currently Amended)   The system of claim [[124]] 121, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

140. (Currently Amended)   The system of claim [[125]] 122, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

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141. (Currently Amended)   The system of claim [[126]] 123, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

142. (Currently Amended)   The system of claim [[127]] 124, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

143. (Currently Amended)   The system of claim [[128]] 125, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

Claims 144 – 163 (Cancelled)

164. (Previously Presented))   The system of claim 114, wherein each submitted bid is associated with a respective bidding agent.

165. (Previously Presented)   The system of claim 114, wherein each submitted bid includes a reference to an advertisement associated with the each submitted bid.

166. (Currently Amended)   A method implemented in a computer system comprising one or more networked computers, for determining in response to each advertising opportunity of a plurality of advertising opportunities, which advertisement of a plurality of advertisements to provide for fulfilling the advertising opportunity, the each advertising opportunity being an opportunity to serve an advertisement to a browser, the method comprising:

receiving in the computer system an indication of a Hyper Text Transfer Protocol (HTTP) request, the HTTP request indicating an opportunity to place an advertisement in

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a web page requested by the browser thereby presenting the each advertising opportunity; and

in real time response to the indication of the HTTP request:

determining in the computer system one or more bids, each determined bid being associated with a monetary amount an advertiser associated with the each determined bid is willing to pay for the each determined bid to be selected and a specific event to occur;

selecting in the computer system a bid from among the determined bids;

identifying in the computer system one of the plurality of advertisements associated with the selected bid; and

serving with the computer system ~~in real time response to the indication~~ the identified advertisement to the browser,

wherein the computer system is <u>configured to implement</u> ~~embodied with computer instructions for implementing~~ the method.

167.   (Previously Presented)   The method of claim 166, wherein the monetary amount associated with each of the determined bids is included in the each of the determined bids.

168.   (Previously Presented)   The method of claim 166, wherein the specific event for which the advertiser associated with each of the determined bids is willing to pay the monetary amount associated with the each of the determined bids, is a same respective event for all of the determined bids.

169.   (Previously Presented)   The method of claim 166, wherein the specific event for which the advertiser associated with at least one determined bid is willing to pay the monetary amount associated with the at least one determined bid is a serving of an advertisement associated with the at least one determined bid to the browser in fulfillment of the each advertising opportunity.

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170. (Previously Presented)   The method of claim 169, wherein the specific event for which the advertiser associated with each determined bid is willing to pay the monetary amount associated with the each determined bid is a serving of an advertisement associated with the each determined bid to the browser in fulfillment of the each advertising opportunity.

171. (Currently Amended)   The method of claim 166, wherein the~~indication is caused by an HTTP request initiated by the browser~~ HTTP request is caused by a reference in the web page.

172. (Currently Amended)   The method of claim [[171]] <u>167</u>, wherein the ~~advertisement served to the browser is included in a webpage accessed by the browser~~ HTTP request is caused by a reference in the web page.

173. (Currently Amended)   The method of claim [[172]] <u>168</u>, wherein the HTTP request is caused by a reference in the web page.

174. (Currently Amended)   The method of claim [[167]] <u>169</u>, wherein the ~~indication is caused by an HTTP request initiated by the browser~~ HTTP request is caused by a reference in the web page.

175. (Currently Amended)   The method of claim [[174]] <u>170</u>, wherein the ~~advertisement served to the browser is included in a webpage accessed by the browser~~ HTTP request is caused by a reference in the web page.

Claims 176 – 185   (Cancelled)

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186. (Currently Amended)   The method of claim [[171]] 166, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

187. (Currently Amended)   The method of claim [[172]] 167, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

188. (Currently Amended)   The method of claim [[173]] 168, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

189. (Currently Amended)   The method of claim [[174]] 169, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

190. (Currently Amended)   The method of claim [[175]] 170, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

191. (Currently Amended)   The method of claim [[176]] 171, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

192. (Currently Amended)   The method of claim [[177]] 172, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

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193.   (Currently Amended)   The method of claim [[178]] 173, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

194.   (Currently Amended)   The method of claim [[179]] 174, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

195.   (Currently Amended)   The method of claim [[180]] 175, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

Claims 196 – 215   (Cancelled)

216.   (Previously Presented)   The method of claim 166, wherein each determined bid is associated with a respective bidding agent.

217.   (Previously Presented)   The method of claim 166, wherein each determined bid includes a reference to an advertisement associated with the each determined bid.

218.   (Currently Amended)   The method of claim 49, wherein each bidding advertiser is associated with [[a bid, the bid]] one of the bids, the one of the bids being associated with a monetary amount the each bidding advertiser is willing to pay if an advertisement associated with the each bidding advertiser is selected and a specific event occurs.

219.   (Currently Amended)   The method of claim 218, wherein the specific event is a serving of the advertisement associated with the each bidding advertiser to the browser.

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220. (Currently Amended)   The method of claim [[218]] 219, wherein the selected advertisement is associated with a bid that is associated with a highest monetary amount.

221. (Previously Presented)   The method of claim 218, wherein the selected advertisement is associated with a bid that is determined in the computer system as having a highest beneficial value over respective beneficial values of other bids.

222. (Currently Amended)   The method of claim [[219]] 221, wherein the selected advertisement is associated with a bid that is associated with a highest monetary amount.

223. (Previously Presented)   The method of claim 219, wherein the selected advertisement is associated with a bid that is determined in the computer system as having a highest beneficial value over respective beneficial values of other bids.

224. (Previously Presented) The method of claim 218, wherein each bid is associated with a respective bidding agent.

225. (Previously Presented) The method of claim 218, wherein each bid includes a reference to an advertisement associated with the each bid.

226. (Previously Presented) The method of claim 62, wherein information about a viewer utilizing the browser is stored in the computer system.

227. (Previously Presented) The system of claim 114, wherein information about a viewer utilizing the browser is stored in the computer system.

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228. (Cancelled)

229. (Cancelled)

230. (Cancelled)

231. (Previously Presented) The method of claim 62, wherein at least one of the plurality of sets of bidding parameters includes a plurality of levels, wherein a first level includes a first criteria of advertising opportunities and a second level includes the first criteria of advertising opportunities and a second criteria of advertising opportunities.

232. (Previously Presented) The system of claim 114, wherein at least one of the plurality of sets of bidding parameters includes a plurality of levels, wherein a first level includes a first criteria of advertising opportunities and a second level includes the first criteria of advertising opportunities and a second criteria of advertising opportunities.

233. (Currently Amended)   A computer system comprising one or more networked computers, for determining in response to each advertising opportunity of a plurality of advertising opportunities, which advertisement of a plurality of advertisements to provide for fulfilling the advertising opportunity, the each advertising opportunity being an opportunity to serve an advertisement to a browser, the one or more networked computers embodied with computer instructions that configured to:

receive receives an indication of a Hyper Text Transfer Protocol (HTTP) request, the HTTP request indicating an opportunity to place an advertisement in a web page requested by the browser thereby presenting the each advertising opportunity:

determine determines in real time response to the indication HTTP request one or more bids, each determined bid being associated with a monetary amount an advertiser associated with the each determined bid is willing to pay for the each determined bid to be selected and a specific event to occur;

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<u>select in real time response to the HTTP request</u> ~~selects~~ a bid from among the determined bids;

<u>identify in real time response to the HTTP request</u> ~~identifies~~ one of the plurality of advertisements associated with the selected bid; and

<u>serve</u> ~~serves~~ in real time response to the ~~indication~~ <u>HTTP request</u> the identified advertisement to the browser.

234. (Previously Presented) The system of claim 233, wherein the monetary amount associated with each of the determined bids is included in the each of the determined bids.

235. (Previously Presented) The system of claim 233, wherein the specific event for which the advertiser associated with each of the determined bids is willing to pay the monetary amount associated with the each of the determined bids, is a same respective event for all of the determined bids.

236. (Previously Presented) The system of claim 233, wherein the specific event for which the advertiser associated with at least one determined bid is willing to pay the monetary amount associated with the at least one determined bid is a serving of an advertisement associated with the at least one determined bid to the browser in fulfillment of the each advertising opportunity.

237. (Previously Presented) The system of claim 236, wherein the specific event for which the advertiser associated with each determined bid is willing to pay the monetary amount associated with the each determined bid is a serving of an advertisement associated with the each determined bid to the browser in fulfillment of the each advertising opportunity.

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238. (Currently Amended)   The system method of claim 233, wherein the
HTTP request is caused by a reference in the web page ~~indication is caused by an HTTP request initiated by the browser~~.

239. (Currently Amended)   The system of claim [[238]] 234, wherein the
HTTP request is caused by a reference in the web page ~~advertisement served to the browser is included in a webpage accessed by the browser~~.

240. (Currently Amended)   The system of claim [[239]] 235, wherein the
HTTP request is caused by a reference in the web page.

241. (Currently Amended)   The system of claim [[240]] 236, wherein the
HTTP request is caused by a reference in the web page ~~indication is caused by an HTTP request initiated by the browser~~.

242. (Currently Amended)   The system of claim [[241]] 237, wherein the
HTTP request is caused by a reference in the web page ~~advertisement served to the browser is included in a webpage accessed by the browser~~.

Claims 243 – 253   (Cancelled)

253. (Currently Amended)   The system of claim [[238]] 233, wherein the
selection of the selected bid is based on the selected bid being associated with a highest
monetary amount.

254. (Currently Amended)   The system of claim [[239]] 234, wherein the
selection of the selected bid is based on the selected bid being associated with a highest
monetary amount.

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255. (Currently Amended)   The system of claim [[240]] 235, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

256. (Currently Amended)   The system of claim [[241]] 236, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

257. (Currently Amended)   The system of claim [[242]] 237, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

258. (Currently Amended)   The system of claim [[243]] 238, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

259. (Currently Amended)   The system of claim [[244]] 239, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

260. (Currently Amended)   The system of claim [[245]] 240, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

261. (Currently Amended)   The system of claim [[246]] 241, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

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262.   (Currently Amended)   The system of claim [[247]] 242, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

Claims 263 – 267   (Cancelled)

268.   (Previously Presented)   The system of claim 233, wherein each determined bid is associated with a respective bidding agent.

269.   (Previously Presented)   The system of claim 233, wherein each determined bid includes a reference to an advertisement associated with the each determined bid.

Claims 270 – 272   (Cancelled)

273.   (New)   A method comprising:

(a) receiving an indication in a computer system of a Hyper Text Transfer Protocol (HTTP) request, the HTTP request indicating an opportunity to place an advertisement in a web page requested by a browser; and

(b) immediately prior to serving the advertisement to the browser:

(i) generating in the computer system data representing bids, each bid being associated with an advertisement;

(ii) selecting in the computer system a bid from among the generated bids; and

(iii) serving with the computer system the advertisement associated with the selected bid for placement in the web page,

wherein the computer system comprises one or more computers configured to implement the method.

274.   (New)   An apparatus comprising:

a computer system comprising one or more computers configured to:

(a) receive an indication of a Hyper Text Transfer Protocol (HTTP) request, the HTTP request indicating an opportunity to place an advertisement in a web page requested by a browser;

(b) generate in real time response to the HTTP request data representing bids, each bid being associated with an advertisement;

(c) select in real time response to the HTTP request a bid from among the generated bids; and

(d) serve in real time response to the HTTP request the advertisement associated with the selected bid for placement in the web page.

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